



UX Design

Thinking beyond HCI

Dr David Tarrant, University of Southampton



Overview

- Key Principals
- Krugs Laws
- Powerful Layouts
- The Trunk Test

*“Get rid of half the words on each page/screen,
then get rid of half of what’s left.”*

Krug’s Third Law of Usability

“It doesn’t matter how many times I have to click, as long as each click is a mindless, unambiguous choice.”

Krug’s Second Law of Usability

Key Principals

- Familiarity
- Unity
- Consistency
- Variety
- Economy
- Proportion & Balance
- Associations
- Performance

Key Principals

- **Familiarity**
- Unity
- Consistency
- Variety
- Economy
- Proportion & Balance
- Associations
- Performance

Using well known principals to match the users expectation. These are different depending on the type of site and target audience.

Key Principals

- Familiarity
- **Unity**
- Consistency
- Variety
- Economy
- Proportion & Balance
- **Associations**
- Performance

Showing clear relationships between elements.

Always use **AT LEAST** two visual cues in each case, e.g. colour and font size.

Key Principals

- Familiarity
- **Unity**
- Variety
- **Consistency**
- Economy
- Proportion & Balance
- **Associations**
- Performance

Ensure that your experience is consistent.

This is always obvious in the first design however feature creep is a real problem. Especially as you might introduce variety.

Key Principals

- Familiarity
- Unity
- Consistency
- **Variety**
- Economy
- Proportion & Balance
- Associations
- Performance

Show clear separation between different elements in different contexts.

Use the same color and bordering tricks to maintain consistency

Key Principals

- Familiarity
- Unity
- Consistency
- Variety
- **Economy**
- Proportion & Balance
- Associations
- Performance

People scan web pages.
Be economical with
information presented.

BUT

DO NOT hide common
functionality unless you
are 1000% sure that the
experience is better.

Key Principals

- Familiarity
- Unity
- Consistency
- Variety
- Economy
- **Proportion & Balance**
- Associations
- Performance

People like structure.

Consider use of hierarchies and grid layouts to help guide users to the correct content.

These also help with all the issues of re-flow.

Key Principals

- Familiarity
- Unity
- Consistency
- Variety
- Economy
- Proportion & Balance
- Associations
- **Performance**

Use every technique available to ensure that the site/application works on as many devices as possible

DO NOT frustrate users

➤ Powerful Layouts

- It's a numbers game
 - Odd is normally better than even
 - Lists of 3
 - 7 ± 2
- Don't undervalue the use of white space.
- Try to ensure even spaces between all content

Use the $\frac{3}{4}$ rule
(To make content stand out)

**DON'T
DISTRACT
USERS**

Three Box

➤ Powerful Layouts

PETER VERKUILEN | *Design + Consulting*

Welcome | Designs | About



3D Effects

➤ Powerful Layouts



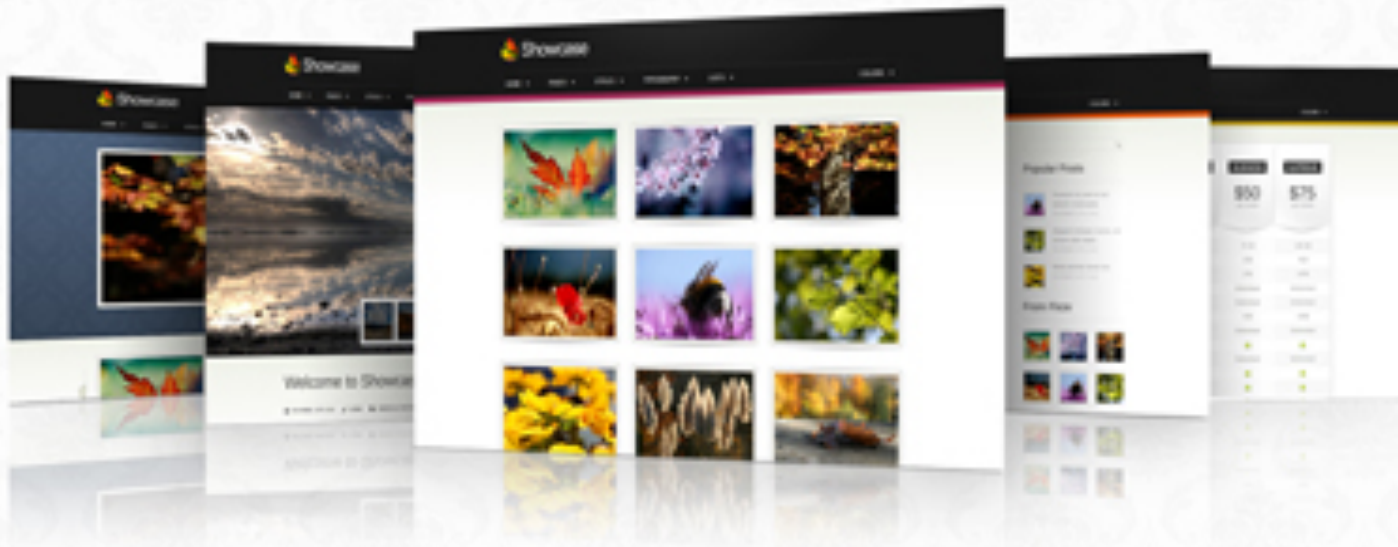
Home

Portfolio

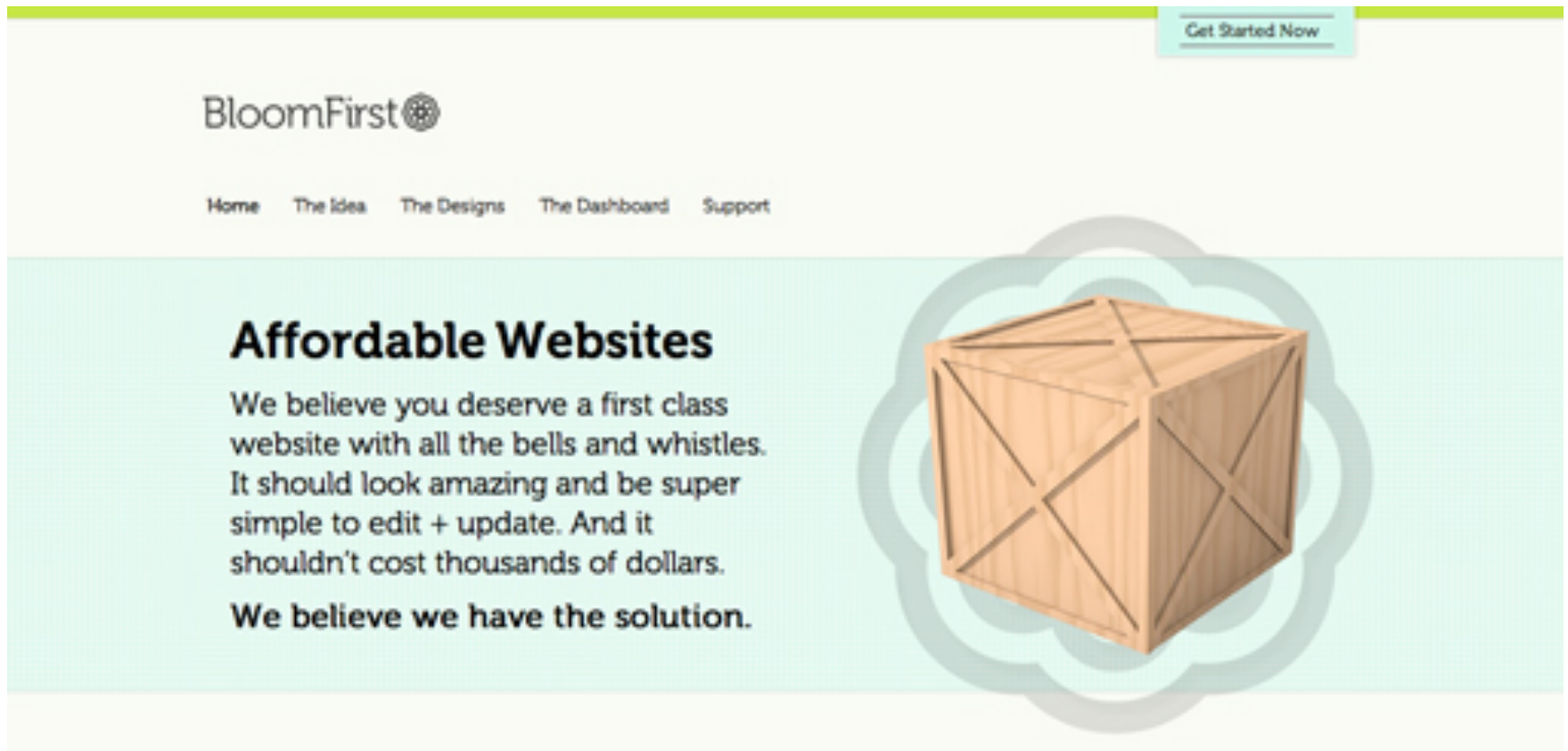
Contact

Hi and welcome to my portfolio !

This is a showcase of my templates for sale exclusively on Themeforest & Codecanyon.
If you need a customized version of any of these files, feel free to drop me an email below.



Featured Graphic

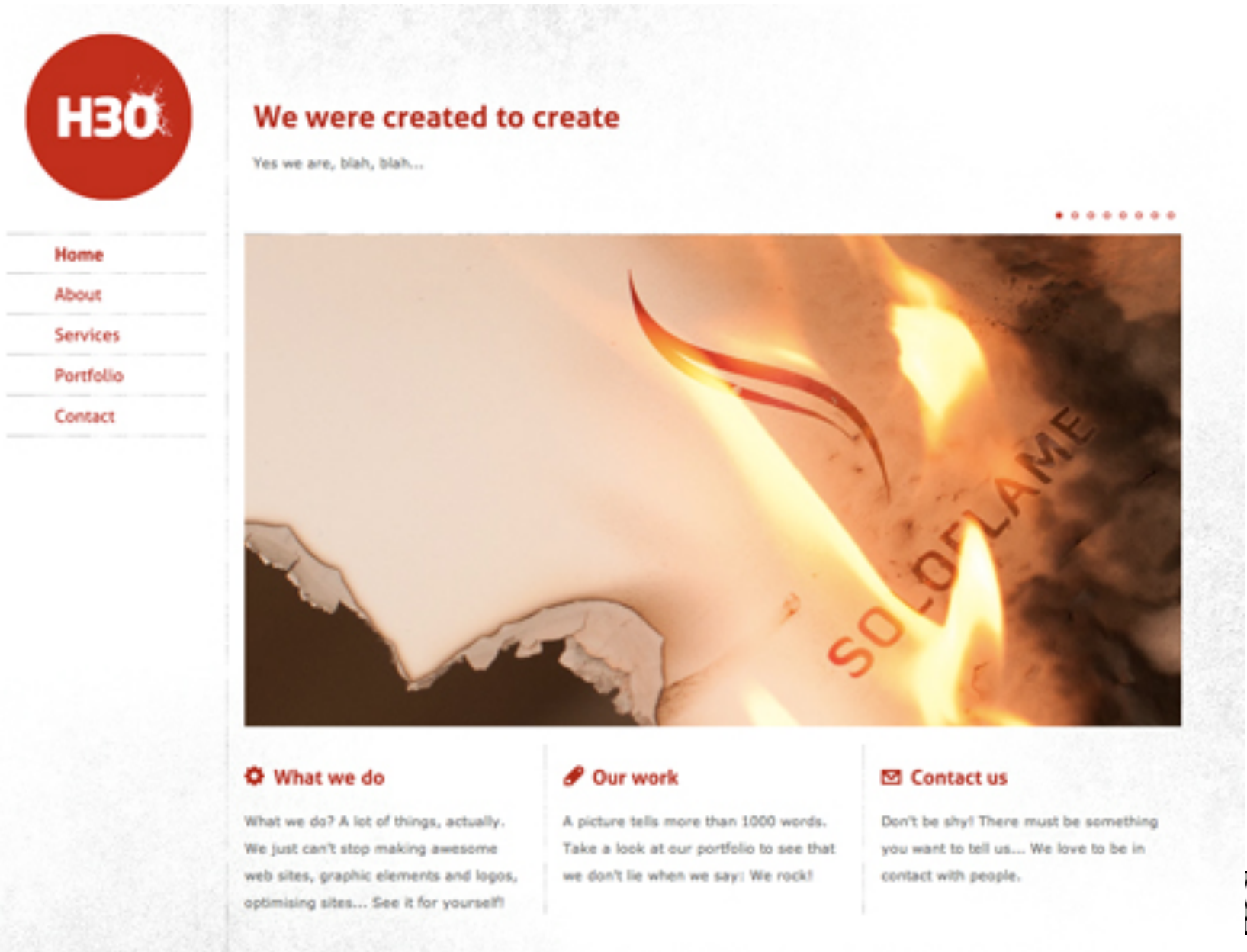


The image shows a screenshot of the BloomFirst website. At the top right, there is a light blue button with the text "Get Started Now". Below the header, the BloomFirst logo is displayed on the left, and a navigation menu with links for "Home", "The Idea", "The Designs", "The Dashboard", and "Support" is centered. The main content area has a light green background and features the heading "Affordable Websites" in bold. Below the heading, there is a paragraph of text: "We believe you deserve a first class website with all the bells and whistles. It should look amazing and be super simple to edit + update. And it shouldn't cost thousands of dollars. We believe we have the solution." To the right of the text is a 3D illustration of a wooden crate, which is centered within a decorative, light-colored circular frame.

Five Boxes



Fixed Sidebar



Power Grid

➤ Powerful Layouts

The screenshot displays the Proxart website layout, which is organized into a grid. At the top, the site's logo 'proxart' is followed by the tagline 'ART, CULTURE & COMMUNITY for the 'burbs'. A navigation bar includes links for 'TOPICS', 'MAGAZINE', 'COMMUNITY', 'HELLO', and 'CONTACT', along with social media icons for Twitter and Facebook. A search bar is located in the top right corner.

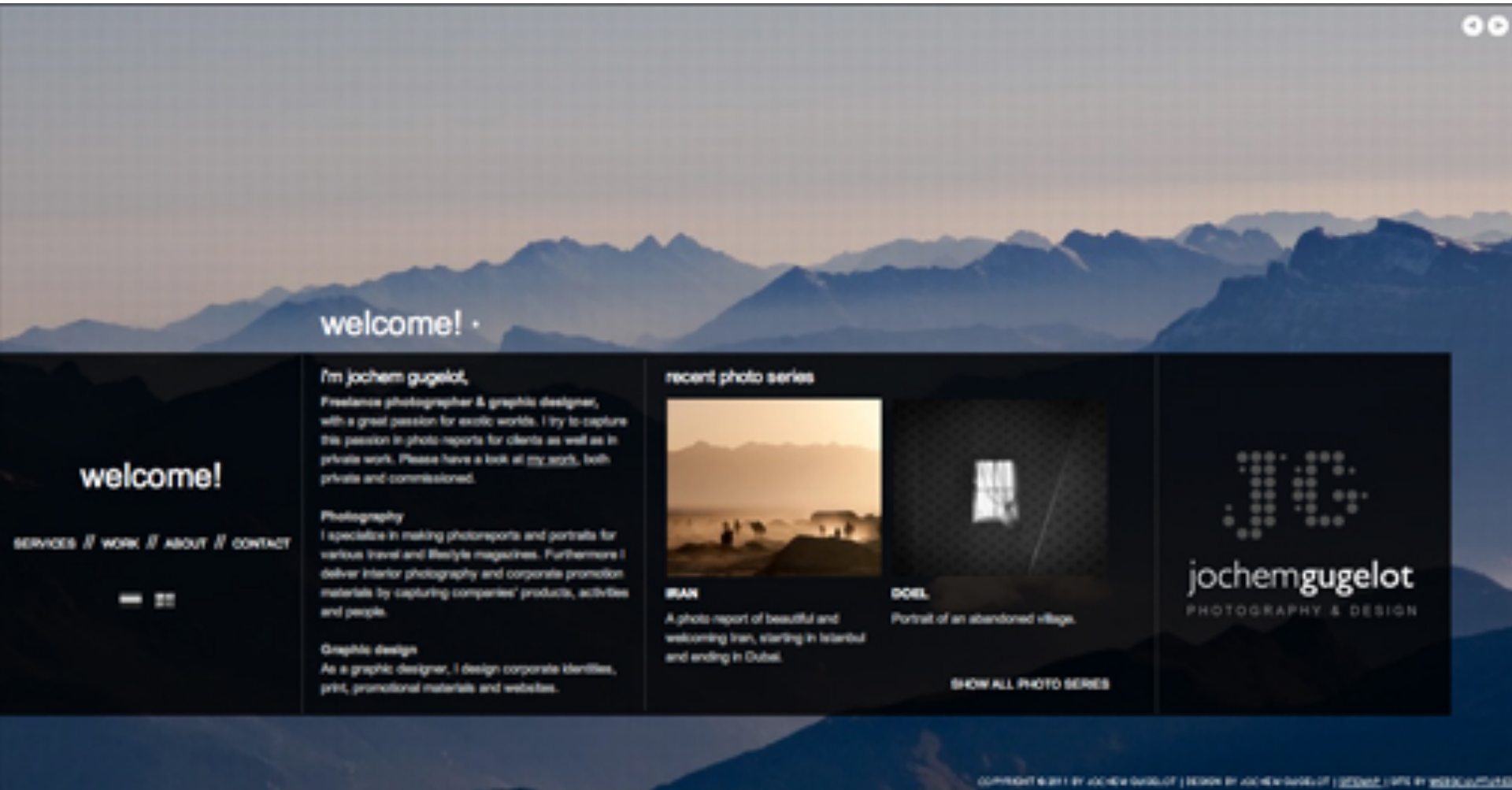
The main content area features several articles and sections:

- Workspace Project: Jeff Schantz** by Gianna Hughes, dated February 15, 2011. The article includes a photo of a workspace and a quote: "This week, we take a look at architect, Jeff Schantz's workspace. And, if you can't tell by his client list, guy is legit."
- Proxart Magazine** Winter 2010 — Now Available! featuring a photo of four people in a field.
- What's going on?** section with a 'DO v. WANT-TO-DO' list and a 'Camino Real' event listing by Tennessee Williams, directed by Jessica Rubensky.
- Events & Meetups** section listing two 'Meet-Up at RomoStudio - Valencia, CA' events on February 28 and March 28, 2011.
- To-Do v. Want-To-Do** article by Nathan Ryan.
- Camino Real** article by Gianna Hughes.
- 'The Suburbs' Win Album of the Year!** article by Gianna Hughes.
- Raul Esquivel** article by Nathan Ryan.
- GUilty AS CHARGED** article.
- Twitter** section with tweets from @ProxartRadio and @thepublicstudio.
- LINEFORGIVABLE Unforgivable** article.

The layout is visually appealing with a mix of text, images, and social media integration, all set against a background of purple and green floral patterns.



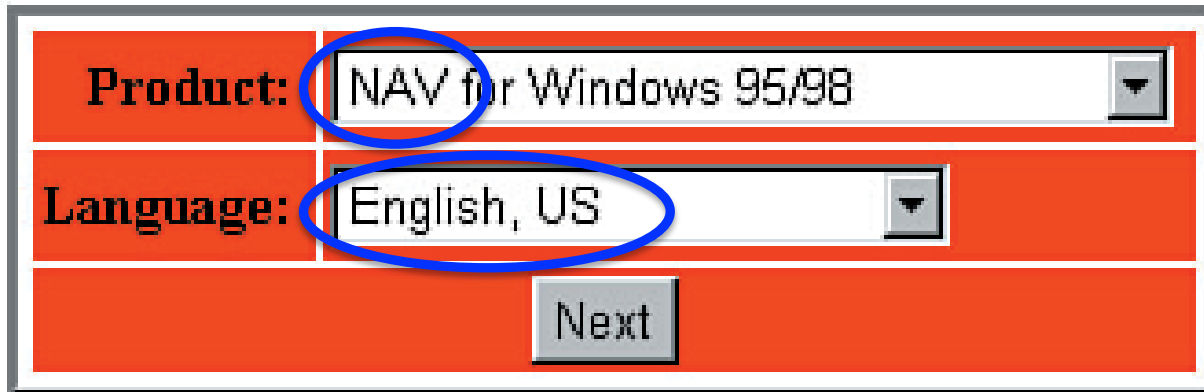
Full Screen Photo



**DON'T
MAKE
ME
THINK**



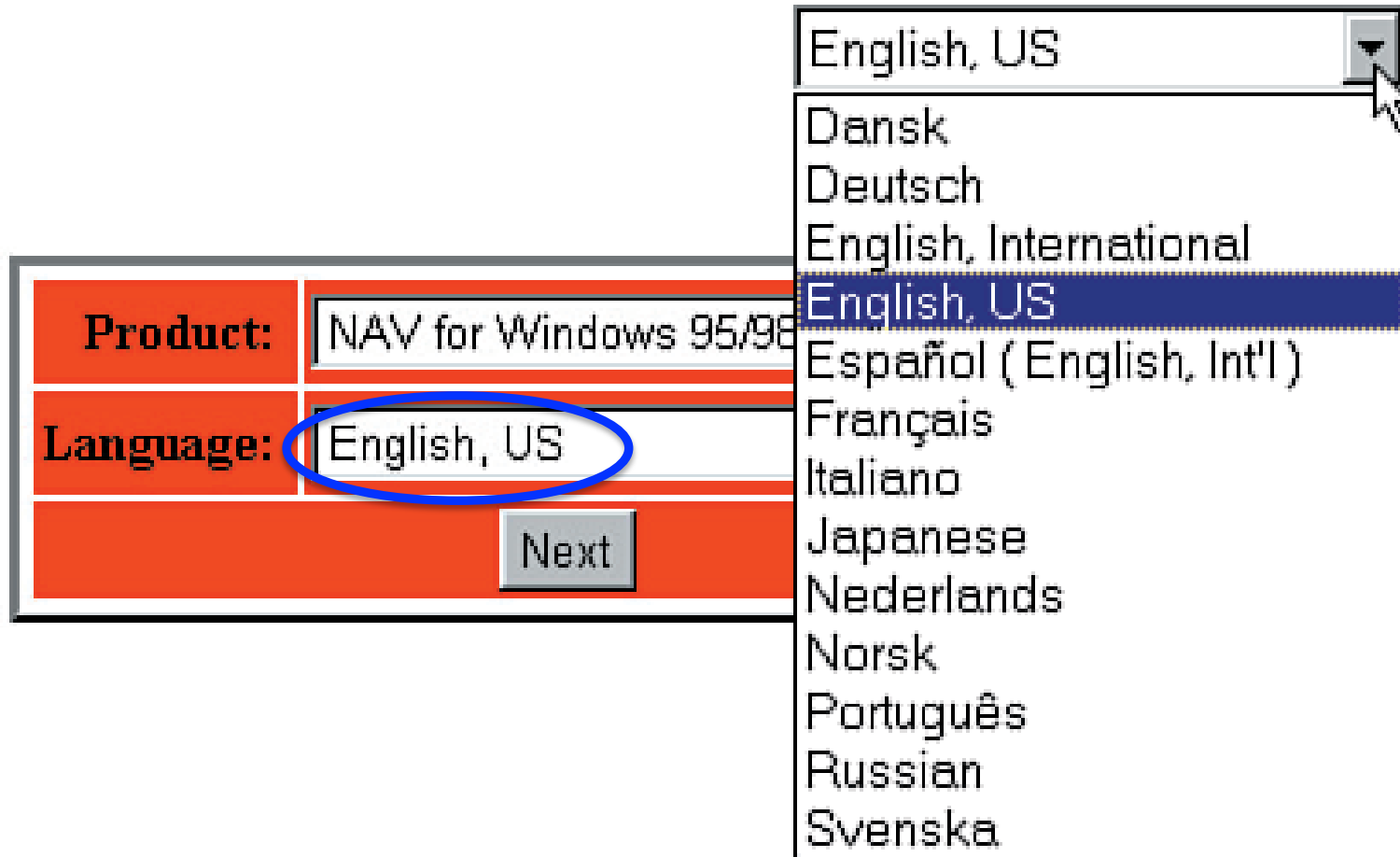
What?



A screenshot of a software installation dialog box with a red background. It features two dropdown menus and a 'Next' button. The first dropdown menu is labeled 'Product:' and contains the text 'NAV for Windows 95/98'. The second dropdown menu is labeled 'Language:' and contains the text 'English, US'. Both dropdown menus and their respective labels are circled in blue. The 'Next' button is located below the second dropdown menu.

Product:	NAV for Windows 95/98
Language:	English, US
<input type="button" value="Next"/>	

What?



I Just Want a Laptop

➤ Don't Make me Think!



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For Large Enterprise

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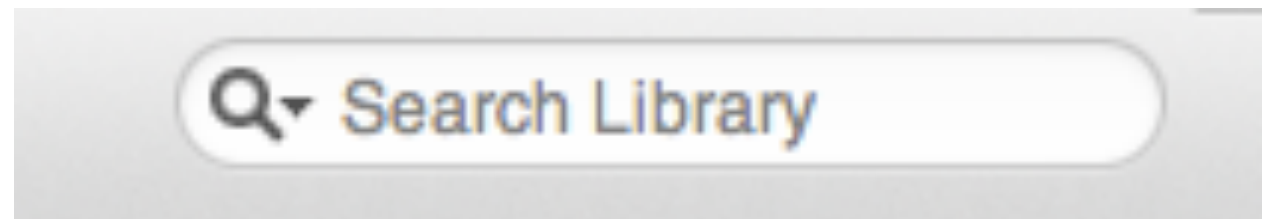


Colours!

Has anyone ever instantly notices the search box at the top of the apple website?



Much better in iTunes



Going WAY to far

Security Validation

sign in

Cancel login]



Security Validation

Please complete the following security questions so that we can ensure that your answers match data that is held on your ResourceLink record:

What is your date of birth? (ddmmyyyy)

What is your National Insurance number?

[Verify my d



Welcome Tarrant, Dr DC

- Home
- My Home
- Services
- Finance
- News
- Students**
- Researchers
- School
- Notices

Student Tasks



Blackboard



Parking Permit Applications



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Graduation



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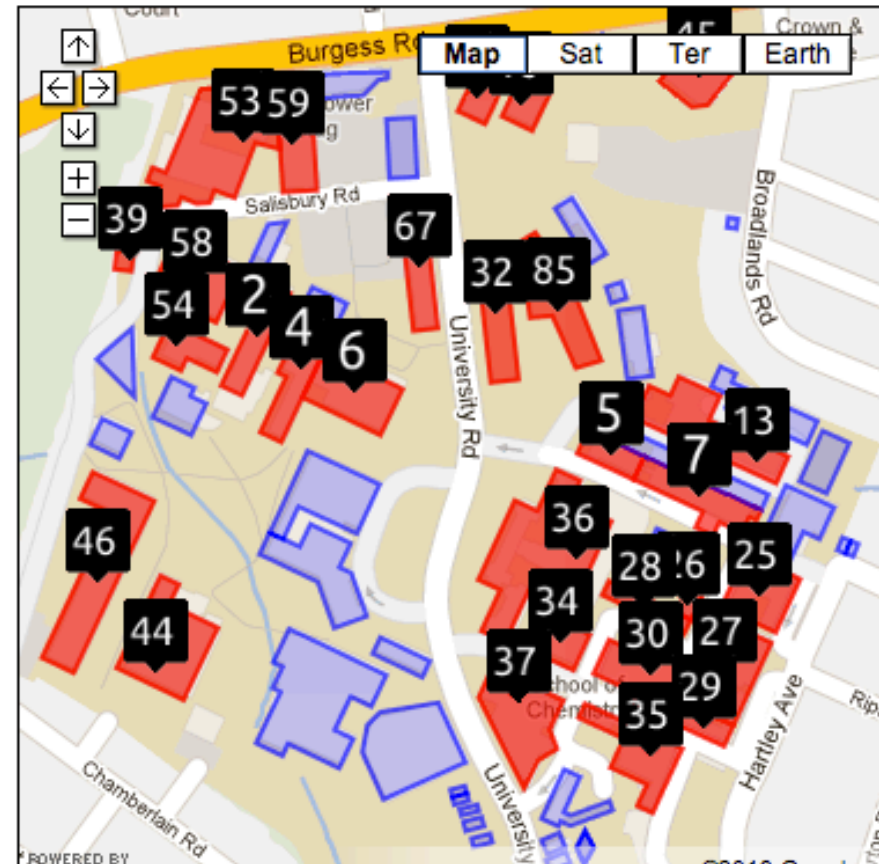
Room Bookings



Careers Network



Campus Maps



SUSSED Portal

Welcome Tarrant, Dr DC

Groups | Help | Logout | Content Layout

- Home
- My Home
- Services
- Finance
- News
- Students**
- Researchers
- School
- Notices
- Library
- Email
- ..Faculty
- ..HE News

Student Tasks



Blackboard



Parking Permit Applications



Enrol



Exam Past Papers



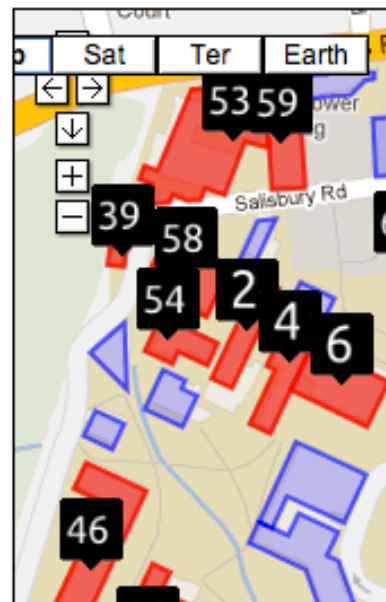
Exam Timetable



Graduation



Campus Maps



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The National Student Survey is now live



Fri, 15 Feb 2013

The National Student Survey for all our final year undergrad... more

Snow warning – Tuesday 5 February – University will remain OPEN

Mon, 04 Feb 2013



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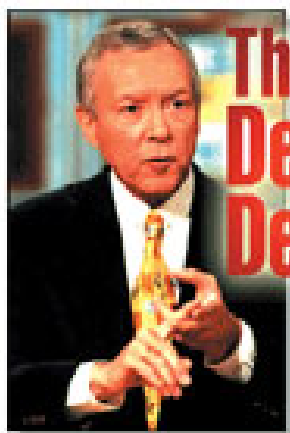
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The
Dec. 2
Debate

The first all-candidate GOP debate this Thursday heats up the political style wars as Senator Hatch fights to keep substance in Campaign 2000. [FULL STORY](#)



THIS WEEK

Hatch Campaign 2000

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What Website?

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The Trunk Test

- Site ID
 - What website is this?
- Page Name
 - What page am I on?
- Sections
 - What are the major sections of this site?
- Local Navigation
 - What are my options at this level?
- “You Are Here”
 - Where am I in the scheme of things?
- Search
 - How can I search?

Exercise

- In a group of two, do a very quick trunk test on the five sites in your pack.
- Then pick one of the sites and sketch a quick re-design that improves the trunk test but does not remove content.

"You Are Here"

Site ID

BBC Sign In News Sport Weather iPlayer TV Radio More... Search

NEWS MAGAZINE

Search

Home World UK England N. Ireland Scotland Wales Business Politics Health Education Sci/Environment Technology Entertainment & Arts

Video & Audio Magazine Editors' Blog In Pictures Also in the News Have Your Say Special Reports

Sections

Page Title

How much bigger can container ships get?

By William Kremer
BBC World Service



The world's cargo ships are getting big, really big. No surprise, perhaps, given the volume of goods produced in Asia and consumed in Europe and the US. But are these giant symbols of the world's trade imbalance growing beyond all reason?

What is blue, a quarter of a mile long, and taller than London's Olympic stadium?

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7 questions on obesity

Could a new

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Annuities Step by Step

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What is an annuity?

[Step 1](#)

Fund other plans first

[Step 2](#)

Is an annuity right for you?

[Step 3](#)

Compare annuities to funds

[Step 4](#)

Before thinking about annuities, fully fund the tax-deductible and tax-deferred savings plans (other than annuities) that you're qualified to take part in. Individual- and employer-sponsored plans are great ways to squirrel away money for the post-work years. They're more effective than annuities because they usually have lower fees and most give you a bigger break on taxes. For example, both a 401(k)'s principal and earnings grow tax-deferred, whereas only an annuity's earnings do so. Also, most plans give you a wide variety of investment options.

The following chart shows contribution limits, advantages, and other comparison points for the different plans.

Retirement Plans At A Glance			
Plan	Sponsor	Annual Contribution Limit	Advantages
401(k)	Corporations with more than 25 employees	Maximum employee contribution is \$10,000	You choose how to allocate your investments



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[These Blues Are All Mine](#)
Tab Benoit

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What is an annuity?

▶ **Step 1**

Fund other plans first

[Step 2](#)

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Step 1: Fund other plans first

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- Tools
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Sections



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DVD Players
Page name

 Toshiba DVD Players	 Go.Video DVD Players	 JVC DVD Players
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DVD Players



Toshiba DVD Players



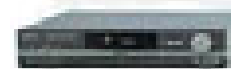
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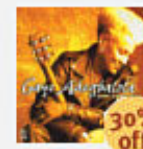
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